UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
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EXAMINER
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ART UNIT	PAPER NUMBER
2448	

NOTIFICATION DATE	DELIVERY MODE
12/23/2010	ELECTRONIC

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

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	Application No.	Applicant(s)
Office Action Summary	10/827,056	NIELSEN ET AL.
	Examiner	Art Unit	
	AARON STRANGE	2448	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE *3* MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.
- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
  Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☒ Responsive to communication(s) filed on *26 April 2010*.
2a)☒ This action is **FINAL**.   2b)☐ This action is non-final.
3)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4)☒ Claim(s) *1-33 and 52-54* is/are pending in the application.
     4a) Of the above claim(s) _____ is/are withdrawn from consideration.
5)☐ Claim(s) _____ is/are allowed.
6)☒ Claim(s) *1-33 and 52-54* is/are rejected.
7)☐ Claim(s) _____ is/are objected to.
8)☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9)☐ The specification is objected to by the Examiner.
10)☐ The drawing(s) filed on _____ is/are: a)☐ accepted or b)☐ objected to by the Examiner.
     Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
     Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
     a)☐ All   b)☐ Some * c)☐ None of:
       1.☐ Certified copies of the priority documents have been received.
       2.☐ Certified copies of the priority documents have been received in Application No. _____.
       3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
     * See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1)☒ Notice of References Cited (PTO-892)
2)☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3)☐ Information Disclosure Statement(s) (PTO/SB/08)
     Paper No(s)/Mail Date _____.
4)☐ Interview Summary (PTO-413)
     Paper No(s)/Mail Date. _____.
5)☐ Notice of Informal Patent Application
6)☐ Other: _____.

DETAILED ACTION

Response to Amendment

1.   The petition for revival of an application of a patent abandoned unintentionally, filed 4/26/2010 has been granted. The accompanying amendment filed 4/26/2010 has been entered and examined below.

Response to Arguments

2.   Applicant's arguments, see p. 11, filed 4/26/2010, with respect to the rejection of claims 5-27 and 30-33 under 35 U.S.C. § 101 have been fully considered and are persuasive. Accordingly, that rejection has been withdrawn.

3.   Applicant's remaining arguments have been considered but are moot in view of the new ground(s) of rejection.

Claim Rejections - 35 USC § 103

4.   The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

> (a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

5.   Claims 1-15, 17-20, 22-25, 27-33 and 52-54 rejected under 35 U.S.C. 103(a) as

being unpatentable over Reznick (US 2003/0014539) in view of Mandal (US

2004/0024854).

6.   In regards to claims 1, 5, and 9 Reznick discloses, a computer program product

in computer readable media for use in data processing systems, a system, and a

method for directing a recipient of an e-mail to a web site, the method comprising:

creating an e-mail with an embedded link **(Fig. 1 #102 and ¶0025 line(s) 11-14)**,

wherein the embedded link comprises a link to a redirect server **(Fig. 1 #106)** and link

attributes that allow the redirect server to determine a current web site associated with

the embedded link **(¶0026, teach that the link directs the user to a redirection**

server and has XID code (link attributes) that allows for the server to determine

the desired destination site.);

sending the e-mail to a recipient **(¶0026 line(s) 5-8, teach the XID code is also**

used to identify the media source (Fig. 1 #102, banner ad, text link, HTML

encoded e-mail, Etc.) used. Therefore it is inherent that an email is sent to a

recipient to identify the media source of HTML encoded e-mail.);

receiving the e-mail at the recipient's data processing system **(¶0049 line(s) 5-7,**

teach the user identifying a creative of interest at their system. Therefore, it is

inherent that the user received an email at their data processing system.);

responsive to the recipient selecting the embedded link, sending link attributes

from the recipient's data processing system to the redirect server; receiving the link

attributes at the redirect server **(Fig. 1 and ¶0049 line(s) 7-12, teach after the user selects the link, transmitting the request the XID code #103 (link attributes) to the XID processing engine (#108) on the server (#106, redirection server), and the server receiving the XID code.)**;

determining, at the redirect server, the universal resource locator for the current web site associated with the embedded link **(Fig. 3 #302-310 and ¶0053)**;

sending the universal resource locator from the redirect server to the recipient;

receiving the universal resource locator at the recipient's data processing system; and

retrieving, at the recipient's data processing system, the contents from the current web site utilizing the universal resource locator received from the redirect server **(Fig. 1, Fig. 3 #308, and ¶0027 line(s) 9-10, teach the redirecting the user to the destination website (#118 redirection web page). During redirection, the user is sent the link (target URL) to the target webpage and displays the appropriate contents from the URL received from the redirect server #106) (¶53)**,

wherein changes to the location of the web site made after the e-mail has been sent to the recipient do not effect the ability of the recipient to access the web site (the email contains only the XID code, which is later correlated to the web site at the redirection server)(¶53).

Reznick fails to specifically disclose that the redirect server executes a redirect application based on a servlet architecture.

Mandal teaches the use of a well known servlet architecture to dispatch requests to appropriate locations (¶55). This architecture was built with the well known "Struts"

framework, which assists developers in creating various applications to interact with

system users. This would have been an advantageous addition to the system disclosed

by Reznick, since it would have provided developers with a well-known framework with

which to construct the redirect application and other applications for use with Reznick's

traffic management system.

Therefore, it would have been obvious to one of ordinary skill in the art at the

time the invention was made to construct the redirect application using a well known

framework such as the "Struts" framework, to assist developers with development of the

redirect application and other components of the system.

7.   In regards to claims 2, 6, 10 Reznick discloses, wherein link attributes and

associated universal resource locators corresponding to the link attributes are contained

in a link attribute properties file which may be accessed by a redirect server to

determine the universal resource locator for the web site associated with the link

attributes received from the recipient **(Fig. 9 and ¶0072, teach the target code #902,

which is part of the XID code #103 (link attribute), is associated with URL #904 in

the system database #112 (link attribute properties file) that the redirect server

#106 has access to.)**.

8.   In regards to claims 3, 7, 11 Reznick discloses, wherein the link attribute

properties file may be updated to contain the most recent universal resource locators as

necessary **(Fig. 5 #504 and ¶0067 line(s) 6-14, teach the administrator has rights to

update/edit the URL as necessary.)**.

9.   In regards to claims 4, 8, 12 Reznick discloses, wherein the link attributes

comprise a key and the link attribute properties file contains key/universal resource

locator pairs allowing the redirect server to search a key and retrieve an appropriate

corresponding universal resource locator **(¶0040-0046, Fig. 9, and ¶0072, teach the**

XID code #103 (link attribute) is a combination of several other codes (keys),

including a target code #902 (key) that is associated with the URL, in the system

database #112 (link attribute properties file) to allow the redirect server #106 the

ability to match the URL.).

10.   In regards to claims 13, 18, and 23 Reznick discloses, a computer program

product in a computer readable media for use in a data processing system, a system,

and a method for creating and sending an e-mail with embedded links, the method

comprising:

    creating an e-mail **(Fig. 1 #102 and ¶0025 line(s) 11-14)**;

    embedding a link to a redirect server **(Fig. 1 #106)** in the e-mail to create an e-

mail with an embedded link, wherein the link to the redirect server comprises link

attributes **(Fig. 1 #103)** enabling the redirect server to determine a current location for a

web site for which it is desired that a recipient of the e-mail with an embedded link visit

(¶0026, teach that the link directs the user to a redirection server and has XID

code (link attributes) that allows for the server to determine the desired

destination site.), and further wherein the redirect server can communicate a web

address for the current location to for the web site to the recipient **(During redirection,**

the user is sent the link (target URL) to the target webpage) (¶53);

sending the e-mail with an embedded link to a recipient **(¶0026 line(s) 5-8, teach**

the XID code is also used to identify the media source (Fig. 1 #102, banner ad,

text link, HTML encoded e-mail, Etc.) used. Therefore it is inherent that an email is

sent to a recipient to identify the media source of HTML encoded e-mail.)

wherein changes to the location of the web site made after the e-mail has been

sent to the recipient do not effect the ability of the recipient to access the web site (the

email contains only the XID code, which is later correlated to the web site at the

redirection server)(¶53).

Reznick fails to specifically disclose that the redirect server executes a redirect

application based on a servlet architecture.

Mandal teaches the use of a well known servlet architecture to dispatch requests

to appropriate locations (¶55). This architecture was built with the well known "Struts"

framework, which assists developers in creating various applications to interact with

system users. This would have been an advantageous addition to the system disclosed

by Reznick, since it would have provided developers with a well-known framework with

which to construct the redirect application and other applications for use with Reznick's

traffic management system.

Therefore, it would have been obvious to one of ordinary skill in the art at the

time the invention was made to construct the redirect application using a well known

framework such as the "Struts" framework, to assist developers with development of the

redirect application and other components of the system.

11.   In regards to claims 14, 19, 24 Reznick discloses, wherein the link attributes

comprises a key wherein the key corresponds to a key maintained in a properties file

which associates web site locations with keys **(¶0040-0046, Fig. 9, and ¶0072, teach**

the XID code #103 (link attribute) is a combination of several other codes (keys),

including a target code #902 (key) that is associated with the URL, in the system

database #112 (link attribute properties file) to allow the redirect server #106 the

ability to match the URL.).

12.   In regards to claims 15, 20 and 25, Reznick discloses, wherein the web site

location is a universal resource locator **(Fig. 9 #904)**.

13.   In regards to claims 17, 22 and 27, Reznick discloses, wherein the properties file

is a database **(Fig. 1 #112 and ¶0072 line(s) 10-13)**.

14.   In regards to claims 28, 30, and 32 Reznick discloses, a computer program

product in a computer readable media for use in a data processing system, a system,

and a method for retrieving a web site associated with a link in an e-mail, the method

comprising:

receiving an e-mail with an embedded link **(¶0049 line(s) 5-7, teach the user identifying a creative of interest at their system. Therefore, it is inherent that the user received an email with an embedded link.)**;

responsive to selection of the embedded link by a user; sending link attributes contained in the embedded link to a redirect server indicated by the embedded link **(Fig. 1 and ¶0049 line(s) 7-12, teach after the user selects the link, transmitting the request the XID code #103 (link attributes) to the XID processing engine (#108) on the server (#106, redirection server), and the server receiving the XID code.)**;

associating, at the redirect server, a web site location with the link attributes **(XID codes are associated with target destinations)(¶53)**;

sending the web site location to the user **(During redirection, the user is sent the link (target URL) to the target webpage) (¶53)**

receiving a web site location from the redirect server;

retrieving content from the web site location **(Col. 7 line(s) 9-15, teach opening/presenting the web site/page. Therefore, it teaches retrieving content.)**;

wherein changes to the location of the web site made after the e-mail has been sent to the recipient do not effect the ability of the recipient to access the web site (the email contains only the XID code, which is later correlated to the web site at the redirection server)(¶53).

Reznick fails to specifically disclose that the redirect server executes a redirect application based on a servlet architecture.

Mandal teaches the use of a well known servlet architecture to dispatch requests to appropriate locations (¶55). This architecture was built with the well known "Struts" framework, which assists developers in creating various applications to interact with system users. This would have been an advantageous addition to the system disclosed by Reznick, since it would have provided developers with a well-known framework with which to construct the redirect application and other applications for use with Reznick's traffic management system.

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to construct the redirect application using a well known framework such as the "Struts" framework, to assist developers with development of the redirect application and other components of the system.

15.   In regards to claims 29, 31 and 33, Reznick discloses, wherein the link attributes comprise a key (**¶0040-0046, teach the XID code #103 (link attribute) is a combination of several other codes (keys))**.

16.   With regard to claim 52, Mandal further discloses that the servlet architecture is a Java servlet architecture (¶55).

17.   With regard to claims 53 and 54, Mandal further discloses that the servlet architecture is built with an open source framework, specifically the Struts framework (¶55).

18.   Claims 16, 21 and 26, rejected under 35 U.S.C. 103(a) as being unpatentable

over Reznick (US 2003/0014539) in view of Mandal (US 2004/0024854) further in view

of Official Notice.

19.   In regards to claims 16, 21 and 26, while Reznick discloses substantial features

of the present invention (discussed above), it fails to specifically disclose that the

properties file is a spreadsheet.

        The Examiner takes Official Notice that spreadsheets are old and well known

means of storing tabular data, such as the data that would have been contained in

Reznik's databases. Storing the properties data in a spreadsheet would have been

advantageous since it would have provided easy linking and retrieval requested

information.

        Therefore, it would have been obvious to one of ordinary skill in the art at the

time the invention was made to store the properties data in a spreadsheet to allow for

simple linking and retrieval of the information.

                                    Conclusion

20.   **THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time

policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE

MONTHS from the mailing date of this action. In the event a first reply is filed within

TWO MONTHS of the mailing date of this final action and the advisory action is not

mailed until after the end of the THREE-MONTH shortened statutory period, then the

shortened statutory period will expire on the date the advisory action is mailed, and any

extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of

the advisory action. In no event, however, will the statutory period for reply expire later

than SIX MONTHS from the mailing date of this final action.

Any inquiry concerning this communication or earlier communications from the

examiner should be directed to AARON STRANGE whose telephone number is

(571)272-3959. The examiner can normally be reached on M-F 8:30-5:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's

supervisor, Firmin Backer can be reached on 571-272-6703. The fax phone number for

the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the

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USPTO Customer Service Representative or access to the automated information

system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Aaron Strange/
Primary Examiner, Art Unit 2448